Print Date 08/23/12 15:57:03

ORDER

37088 Orders Order / Rev: Alt Order #: 08853844 ISSUE Product Desc:

> Estimate: Flight Dates:

09/25/12 - 10/01/12 Original Date / Rev:

Order Type:

1576

08/23/12 / 08/23/12

GENERAL

KLAS

Primary AE: Sales Office:

Sales Region:

Mike Jones

K-WAS

National

Agency

Name:

Buying Contact:

Great American Media

1010 Wisconsin Avenue NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Cash

15%

00:10:00

Broadcast

Advertiser

Name:

Priority:

DCCC

Demographic:

Billing Contact:

A35+

Product Codes:

PO4

AGY, POL, ISS

Revenue Codes:

LV1

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/30/12	38	\$36,800.00	\$31,280.00		
10/01/12	10/01/12	10	\$17,650.00	\$15,002.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	38	\$36,800.00	\$31,280.00	0.00
October 2012	10	\$17,650.00	\$15,002.50	0.00
Totals	48	\$54,450.00	\$46,282.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total	
KLAS	30%	\$54,450.00	
Market	100%	\$181,500.00	

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$45,375.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$9,075.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Lr	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	1 8	09/25/12	10/01/12	8 News Now 5a M	-F CM	5-6a	MTWTF	:30	2	\$800.00LV1	0.00 NM	2	\$1,600.00
				8 News Now 5a M	1-F								
	8 NE	WS NOW A	Г 5А										
	5	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
,	Week: (09/25/12	10/01/12	MTWTF	2	\$800.00	0.00						
Ε:	2 8	09/25/12	10/01/12		CM	6-7a	MTWTF	:30	4	\$900.00LV1	0.00 NM	4	\$3,600.00

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Order / Rev:

37088

Advertiser: DC

Alt Order #:

08853844

Product Desc:

DCCC

c: IS

ISSUE

KLAS

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1576

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Ln Ch	Start	End	Inventory Code 8 News Now 6a N		Start/End	i ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now 6a M	- •								
	NS NOW A											
<u>S:</u> Week: 0:	tart Date	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 3 8		2 10/01/12	CBS This Morning	<u>.</u>	7-9a	MTWTF	:30	5	\$800.00LV1	0.00 NM	5	\$4,000.00
			CBS This Mornin	-				·	4 000.002.	0.00	•	V 1,000.00
	THIS MOR		104 - Indone	0 1 - 004 1	5							
<u>Si</u> Week: 0:	tart Date	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$800.00	Rating 0.00						
E 4 8		2 09/29/12			5-7a	S-	:30	1	\$450.00LV1	0.00 NM	1	\$450.00
			CBS Early Show						•			•
		NING SATU		Cmata Milante	Data	Detine						
<u>১৷</u> Week: 0	<u>tart Date</u> 9/24/12	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E 5 8			8 News Now Sun	AM #1CM	*	Sun AS	:30	1	\$400.00LV1	0.00 NM	1	\$400.00
			8 News Now Sun	AM #1						ŀ		
		SUNDAY MO		Cnata Mack	Bata	Dating						
<u>ર</u> ા Week: 0	<u>tart Date</u> 9/24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
E 6 8		2 10/01/12	Live w/Kelly	CM	9-10a	MTWTF	:30	3	\$750.00LV1	0.00 NM	3	\$2,250.00
			Live With Regis 8	& Kelly								
	WITH KEL tart Date	.LY <u>End Date</u>	Mookdays	Spots/Week	Date	Rating						
<u>হ</u> ৷ Week: 0		10/01/12	<u>Weekdays</u> MTWTF	Spots/vveek	<u>Rate</u> \$750.00	0.00						
E 7 8		2 10/01/12	8 News Now Noo	n M-F CM	12-1230p	MTWTF	:30	4	\$750.00LV1	0.00 NM	4	\$3,000.00
0.1151		THOON	8 News Now Noo	n M-F								
	VS NOW A tart Date	I NOON End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ی</u> Week: 0:		10/01/12	MTWTF	4	\$750.00	0.00						
E 8 8	09/25/1	2 10/01/12	Ellen	СМ	3-4p	MTWTF	:30	1	\$900.00LV1	0.00 NM	1	\$900.00
5115 1			Ellen							1		
ELLEN	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		10/01/12	MTWTF	1	\$900.00	0.00						
E 9 8	09/29/1	2 09/29/12	Politics Now S Se		Various	S-	:30	1	\$350.00LV1	0.00 NM	1	\$350.00
TUE !!	NSIDER W	/EEKEND	Politics Now S Se	ebelius	(5:30 PM-6:0	0 PM)						
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		09/30/12	s-	1	\$350.00	0.00						
E 10 8	09/30/1	2 09/30/12	•		530-6p	S	:30	1	\$550.00LV1	0.00 NM	1	\$550.00
INSID	E EDITION	J	Inside Edition Wh	knd								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 0		09/30/12	s	1	\$550.00	0.00						
E 11 8	09/25/1	2 10/01/12	8 News Now 4p N		4-5p	MTWTF	:30	4	\$1,100.00LV1	0.00 NM	4	\$4,400.00
8 NEV	NS NOW 4	T 4PM & 43	8 News Now 4p I	VI-F								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 0	9/25/12	10/01/12	MTWTF		\$1,100.00	0.00						
E 12 8	09/25/1	2 10/01/12	8 News New 5-63		5-630p	MTWTF	:30	4	\$1,300.00LV1	0.00 NM	4	\$5,200.00
8 NEV	NS NOW F	ROTATION	8 News Now 5-63	oop IVI-F								
<u>\$</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 0	-	10/01/12	MTWTF		\$1,300.00	0.00	.00		\$700 0011/d	0.00.111		6700 00
E 13 8	09/29/1	2 09/29/12	8 News Now Sat 8 News Now Sat		5-7p (5:00 PM-5:3	S- (0 PM)	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
8 NEV	NS NOW A	T 5PM-SAT		C 1P	(J.JJ 1 W-J.J							
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 0		09/30/12	S-	1	\$700.00	0.00	.20		\$700 001 V/4	0.00 1/14	4	6700 00
E 14 8	09/29/1	2 09/29/12		CM	5-7p	S-	:30	1	\$700.00LV1	0.00 NM	1	\$700.00

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Order / Rev:

37088

Advertiser:

DCCC

Alt Order #: Flight Dates:

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Product Desc: ISSUE

09/25/12 - 10/01/12

Estimate:

1576

KLAS

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			8 News Now Sat 5-	•	(6:30 DM 7:0	O DM)						
8 NEW	S NOW A	T 630PM-S	8 News Now Sat 5- AT	·γþ	(6:30 PM-7:0	O PIVI)						
Sta	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	/24/12	09/30/12	S-	1	\$700.00	0.00						
E 15 8	09/30/1	2 09/30/12		•	5-7p	S	:30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
8 NE\A/	S NOW A	T 630PM-S	8 News Now Sun 5	-7p	(6:30 PM-7:0	0 PM)						
	art Date	End Date		Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S		\$1,200.00	0.00						
E 16 8	09/25/1	2 10/01/12	630-7p Inside Edition	on CM	630-7p	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
			Inside Edition									
	EDITION		Mandada 6	>	Data	Detina						
<u>Sta</u> Week: 09/	rt Date /25/12	End Date 10/01/12	Weekdays S	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00						
E 17 8			7-8p Rotator	CM	7-8p	MTWTF	:30	3	\$1,200.00LV1	0.00 NM	3	\$3,600.00
2., 0	00,20,1	2 10/01/12	7-8p Rotator	J	. ор		.00	Ū	V.,200.002V.	0.00 11111	ľ	40,000.00
ET/INS	IDER		•									
	art Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 09/		10/01/12	MTWTF		\$1,200.00	0.00						
E 18 8	09/29/1	2 09/29/12	Sat 7-8p - ET Wkno		7-8p	S-	:30	1	\$500.00LV1	0.00 NM	1	\$500.00
ET WE	FKEND		Ent Tonight Weeke	ena								
	art Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 09/		09/30/12	S-	1	\$500.00	0.00						
E 19 8	10/01/1	2 10/01/12	Mon 8-9p	СМ	8-9p	M	:30	1	\$8,500.00LV1	0.00 NM	1	\$8,500.00
			How Met Mother/ P	artners	(8:00 PM-9:0	0 PM)						
		THER/2 BR			- .	- ··						
Sta Week: 10/	rt Date	End Date 10/07/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$8,500.00	Rating 0.00						
E 20 8			8 News Now 11p M		11-1135p	MTFSS	:30		\$1,900.00LV1	0.00 NM	4	\$7,600.00
L 20 0	03/23/1	2 10/01/12	8 News Now 11p M		11-1155р	M1 1-33	.50	7	\$1,900.00EV1	0.00 INIV	7	\$7,000.00
8 NEW	S NOW A	T 11PM										
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 09/		10/01/12	MTFSS		\$1,900.00	0.00						
E 21 8	09/29/1	2 09/30/12	8 News Now 11p S		11-1135P	SS	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
8 NEW	S NOW A	T 11PM-WK	8 News Now Sa/Su เกเว	1 1 1 p								
	art Date	End Date		Spots/Week	Rate	Rating				1		
Week: 09/		09/30/12	SS	2	· · · · · · · · · · · · · · · · · · ·	0.00						
E 22 8	09/25/1	2 10/01/12	Letterman	СМ	1135p-1237	MTWTF	:30	1	\$750.00LV1	0.00 NM	1	\$750.00
			Letterman		(11:35 PM-1	2:37 XM)						
		LETTERMA		No. 11 - 844	- .	Deffer						
	rt Date	End Date 10/01/12	Weekdays S	Spots/Week 1	<u>Rate</u>	Rating 0.00						
Week: 09/	23/12	10/01/12	14111111	1	\$750.00	0.00					·	AB 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
										Totals	48	\$54,450.00